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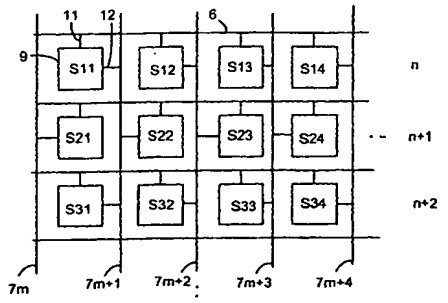
(54) Title: DISPLAY DEVICE WITH PIXEL INVERSION



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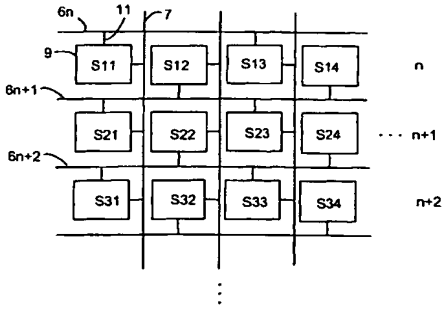

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(57) Abstract: The invention relates to a display device (2) with pixels (8) arranged in columns m and rows n, wherein the pixels of a row n can be selected by a row voltage (VROW) supplied through control lines (6), and column voltages (VCOL) that correspond to the picture data of the selected pixels to be displayed can be supplied through data lines (7). The invention further relates to a method of controlling such a display device. To obtain a display device in which an optimized picture quality is achieved in combination with a long battery life and low manufacturing costs, it is proposed to connect the mutually adjoining pixel groups arranged in one row or column, said groups comprising adjoining pixels of one row or column, to adjoining control lines (6n, 6n+1) or data lines (7m, 7m+1) in alternation. This renders it possible to control such a display device by a conventional control method. A pixel inversion can be obtained here by a control method with row inversion, without the expenditure which is usually necessary for this and without the restrictions, for example that only high voltages can be used for the control, so that not only the energy cost but also the manufacturing cost is reduced.

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